Driving Change

GRDrivingChange.org   Grand Rapids, Michigan, USA
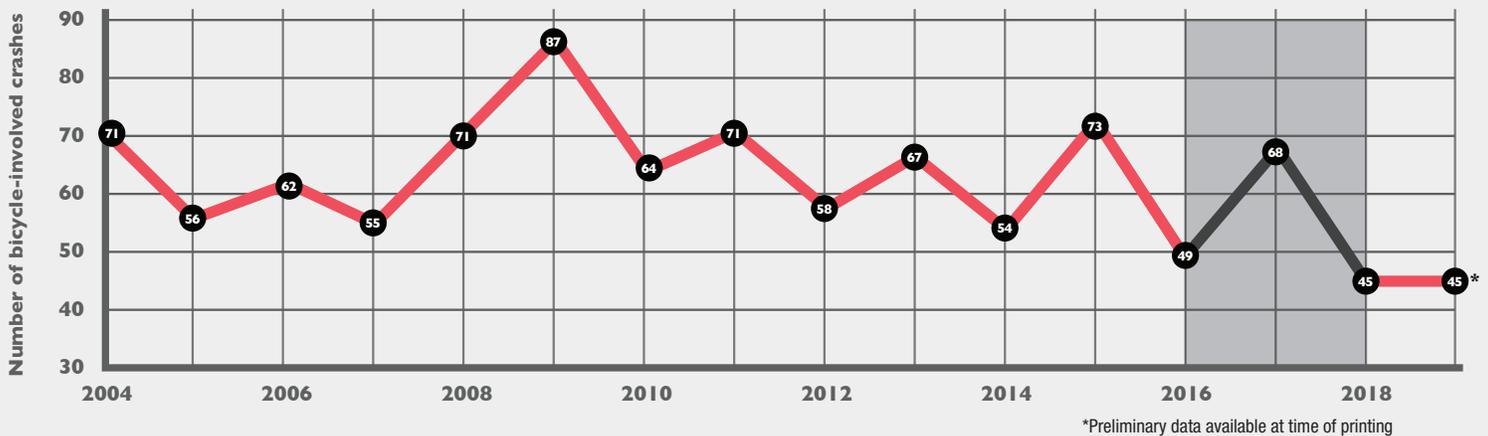
CAMPAIGN RECAP
2016-2019

GÜD MARKETING THAT MATTERS.

MDOT Michigan Department of Transportation

U.S. Department of Transportation
Federal Highway Administration

The Grand Rapids Bicycle Safety Education Project was initiated in 2013 with funding from the Michigan Department of Transportation and the Federal Highway Administration to reduce the number of bicycle crashes and fatalities and severity of injuries in Grand Rapids. This campaign spanned three summers and aimed to create a foundation for long-term education in order to improve bicycle safety, increase knowledge of the responsibilities of bicyclists and motorists and build respect between bicyclists and motorists.

The "Driving Change" campaign resulted in significant reductions in overall bicycle-involved crashes, as well as lower numbers of serious and fatal crashes. Additionally, noteworthy increases in knowledge of the rules and responsibilities and feelings of overall bicycle-friendliness in the city were reported.

2004-2019 Crash Data

"Driving Change" campaign in market

Number of bicycle-involved crashes

Year	Crashes
2004	71
2005	56
2006	62
2007	55
2008	71
2009	87
2010	64
2011	71
2012	58
2013	67
2014	54
2015	73
2016	49
2017	68
2018	45
2019	45*

*Preliminary data available at time of printing

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BICYCLE-INVOLVED CRASHES
(2016-2019)
Lowest number of bicycle-involved crashes over a four-year period, including the three lowest bicycle-involved crash years on record (going back to 2004).

29% REDUCTION
IN FATAL & SERIOUS-INJURY CRASHES
(2016-2019)
vs. previous four-year reporting period. The three years of the campaign and the one following had 16 serious injuries and four fatalities compared with 23 serious injuries and five fatalities from 2012-2015.

5ft
40%
INCREASE
in people correctly identifying 5 feet as the distance drivers must leave between their vehicle and a bicyclist after the campaign.

30% REDUCTION
in serious-injury crashes vs. the previous four-year reporting period (2012-2015).

102,175,366
campaign impressions over three summers.

30% INCREASE
in agreement that in Greater Grand Rapids, bicyclists and drivers are respectful of each other's rights to the road.

19%
INCREASE
in belief that Grand Rapids is a bicycle-friendly community.

3 IN 4 PEOPLE
in Greater Grand Rapids believe their community to be bicycle-friendly.

Crash data compiled annually for the months of May-September.